



To: Executive Councillor for Planning and Climate Change: Councillor Tim Ward
Report by: Head of Planning Services
Relevant scrutiny committee: Environment 15/1/13 Scrutiny Committee
Wards affected: All

HISTORIC ADVERTISING SIGNAGE RESTORATION PROJECT Non-Key Decision

1. Executive summary

1.1 This report provides a brief update of one of several projects forming part of the Planning Services Pro-active Conservation Programme which were reported to committee in March of this year. The historic advertising signs restoration project is proposed to start with two pilot schemes, one on Cherry Hinton Road and one on Victoria Avenue.

2. Recommendations

2.1 The Executive Councillor is recommended to note the update on the historic advertising signage restoration project and to endorse the pilot projects as described in the attached "Briefing Note and Project Appraisal – Restoration of Cambridge's Advertising Signs (November 2012)".

3. Background

3.1 At the March 2012 Environment Scrutiny Committee the Executive Councillor for Planning and Climate Change agreed a Pro-active Conservation Programme which included a "wall painting signage" project, including an initial £1,000 towards procuring support and seeking opportunities to protect and enhance signage of merit on specific buildings in the city. Any project would be subject to owner agreement on individual buildings.

3.2 Officers in the Urban Design and Conservation Team met with the Executive Councillor and the Leader of the Labour Group, along with Councillor Saunders, in late September and agreed to progress a pilot scheme of at least two signage restorations. The purpose of

conducting a pilot is to a) confirm the interest from property owners to allow the Council to undertake the restoration works, b) test the process of formalising an agreement with the owners, and c) test the typical cost and effectiveness of undertaking such a project.

- 3.3 Officers are in the process of contacting the property owners of two buildings which contain historic signage which the Executive Councillor informally agreed in September would be worthy of investigation. These two properties are 105 Cherry Hinton Road and Victoria House on Victoria Road which have faded historic adverts originally done in paint on one prominent side gable elevation of each of the buildings.
- 3.4 Officers are in the process of securing agreement from the property owners of the properties to then enable the works to be scoped, planned, priced and delivered. The work is intended to take place over the next 3-4 months. An update on the discussions with the property owner will be provided at the time of the committee meeting. The attached briefing note and appraisal explains the nature of individual restoration projects, including approvals, procurement, project management and handover. This note will act as an information briefing to officers and members in progressing individual projects. It also provides an appraisal of the various buildings containing such signage and of the required work to restore individual signs. A more comprehensive program will be produced subject to the evaluation of the first two pilot schemes.
- 3.5 It is hoped that future projects can be progressed in 2013-14 beyond the first pilots. The total funding necessary and future properties to be selected for restoration work as part of a larger and extended program will need to be further considered following the pilots.

4. Implications

(a) Financial Implications

- 4.1 Funding has been earmarked from under spend in the Urban Design and Conservation budget to undertake the pilot schemes.

(b) Staffing Implications

- 4.2 Officers in the Urban Design and Conservation Team are leading the scoping of the work and obtaining any necessary agreements and approvals for the initial pilots. The actual procurement of the restoration e.g. an artist/restorer, and oversight of the work on site will

be undertaken through the Project Delivery Team in Streets and Open Spaces.

(c) **Equal Opportunities Implications**

The work is considered to be neutral in terms of any impacts on equalities and is a good example of showing the historical diversity of past businesses and retail uses in different parts of the city.

(d) **Environmental Implications**

The improvement of historic advertising signage is considered to be beneficial to the appearance of various parts of the environment of the city.

(e) **Procurement**

Procurement of the work will be undertaken once agreement with landowners is in place and any other necessary approvals are granted. The Council's procurement rules will be followed.

(f) **Consultation and communication**

Consultation with individual landowners will be undertaken in the case of each restoration project. Relevant ward members will be kept informed as and when projects are undertaken and completed.

(g) **Community Safety**

There are no direct community safety implications.

5. Background papers

These background papers were used in the preparation of this report:

Restoration of Cambridge's Historic Signs (August 2012) – officer briefing note and appraisal

6. Appendices

Restoration of Cambridge's Historic Signs (August 2012) – officer briefing note and appraisal

7. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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